

“Cheese”: The New Face of Heroin



Black Tar Heroin

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Tylenol PM or generic

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“Cheese”

What is “Cheese”?

- **Black tar heroin combined with crushed Tylenol PM tablets**
- **Highly Addictive and very dangerous**
- **Tan-colored powder usually snorted through the nose with a tube, straw, or small ballpoint pen**
- **Packaged in a small paper bindle or zip lock baggie**
- **Can be bought for as little as \$2**
- **Popular among Hispanic juveniles, both male and female**
- **Has been identified in more than a dozen Dallas ISD secondary and surrounding suburbs**

The New Teenage Heroin Market

- Cheese, Chees, Cheez, Chez, Chz, Queso, Keso, Kso,...
- (look for these in text messages on cell phones)



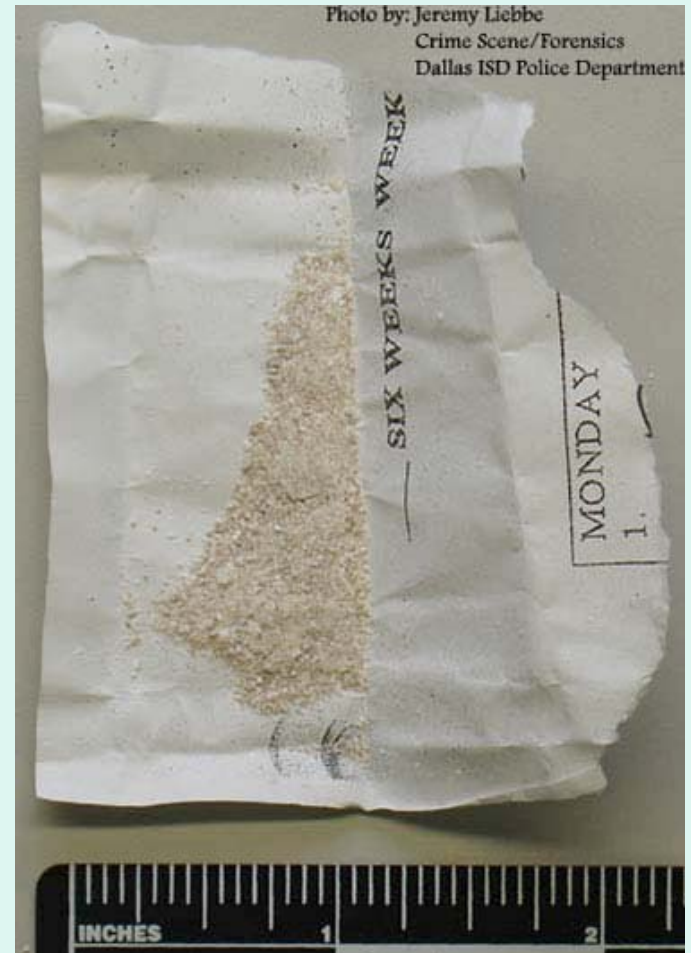
- **Combination of:**
 - Black Tar Heroin
 - Tylenol PM (or generic)



What does “Cheese” look like



“Cheese” Packaged In Bindles



“Cheese” Packaged In Bindles



Student was storing his “cheese” in his car radio face-plate case

More “Cheese”



Symptoms of Use

- **Drowsiness and Lethargy**
- **Euphoria**
- **Excessive Thirst**
- **Disorientation**
- **Sleepiness and Hunger**
- **Sudden change in grades & friends**



Symptoms of Withdrawal

(may begin within a few hours of use)

- **Mood Swings**
- **Insomnia**
- **Headache, chills, nausea, vomiting**
- **Muscle Spasms/bone pain**
- **Anxiety, agitation, disorientation**
- **May last five to six days**

Overdose Risks

- Heroin, morphine (heroin metabolite) and diphenhydramine HCl are all CNS and respiratory depressants
- Overdose or combination with other depressants (i.e. alcohol) can cause respiratory arrest and subsequent death



Where Is The Heroin?

Users have become quite proficient at hiding their heroin/“cheese”

- **Tennis shoes - under the soles, slipped under the loop in the tongue**
- **Clothes – Hoodies & Pants - in cuffs, waistbands, pockets**
- **Backpacks, book bags**
- **Girl’s bras**
- **Hair buns or twists**
- **Binders, inside books**
- **Inside color markers**
- **Belt Buckles**
- **Battery compartments of cell phones**



Where is the Heroin? (cont.)

Building Hiding Places

- Restrooms
- Unlocked lockers
- Gym locker rooms
- Under portables
- In desks
- Classrooms



Manufacturing & Distribution



- End users purchase “bumps” of “cheese” from other juveniles or, in some cases, directly from adult dealers
- “Cheese” Can be purchased for as little as \$10 a gram
- A single dose or “bump” typically costs \$2
- Weights vary when packaged in bindles and stay consistent when packaged in baggies

Student's Need:

- **Education** – Overview of what “cheese” is, what “cheese” looks like, and harmful effects
- **Prevention** – Promote developmental assets so that students are less likely to engage in risky behaviors and drug testing
- **Intervention** – Drug testing, counseling, and/or treatment



References

Information for this presentation obtained from:

- Dallas ISD Police and Safe and Drug-Free Schools/Abstinence Education Programs, February 2007
- TEA Region X Conference Presentation by Jeremy Liebke, CPES, DISD Police Department